

VIRTUAL FOR ALL AFRICA

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Agriculture
Food Processing
Ingredients
Food & Hospitality

Africa **plastprintpack**

Plastics
Printing
Packaging



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23 - 26
November 2020

1st Virtual International Trade Event
www.virtual-africa.net

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Virtual booths that generate leads

- 1 Exhibitor video and collateral
- 2 Instant video calls with lead scoring
- 3 Live chat with sales staff
- 4 Inbound meetings
- 5 Showcase products
- 6 Live stream product demos with Q&A

The screenshot displays a virtual trade show booth for Amazon. The interface includes a navigation bar at the top with options: Home, Attendees, Program, Exhibitors, Speakers, Map, Products, Chat rooms, and My visit. The main content area is divided into several sections:

- Discover more companies:** A list of exhibitors with their logos and booth numbers: Facebook (Platinum, Booth 01), YouTube (Platinum, Booth 02), Samsung (Gold, Booth 03), Orange (Gold, Booth 04), and Toshiba (Silver, Booth 05).
- Amazon Booth:** A large video player showing a presentation on a stage. A red circle with the number '1' is overlaid on the play button.
- Highlight Amazon:** A section with the text "Interested about Amazon? Add it to your visit to remember it!" and three buttons: TALK NOW, BOOKMARK, and BOOK A MEETING.
- Book a meeting:** A section with the text "Select a time slot to set up a meeting with Amazon" and a calendar grid for Thursday, July 26. A red circle with the number '4' is overlaid on the "Book a meeting" button.
- Products:** A section displaying two products: Huawei P30 (Huawei) and iPhone X (Apple). A red circle with the number '5' is overlaid on the Huawei P30 product card.
- Sessions:** A section titled "Towards a zero-emission driverless collaborative mobility?" with a "LIVE" indicator and a progress bar. A red circle with the number '6' is overlaid on the "Sessions" header.
- Chat with Amazon:** A chat window with a message from Amazon: "Hi John! We would like to create a partnership with your company. Are you available to discuss about it next Monday at Amazon's booth?". A red circle with the number '3' is overlaid on the chat message.
- Instant video call:** A small video call window showing a man in a suit. A red circle with the number '2' is overlaid on the video call window.

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Virtual meetings

- 1 **Reminder notifications**
- 2 **Launch video calls**
- 3 **Redirection to sponsor profiles**
- 4 **Share documents**
- 5 **Add notes, ratings, tags and export leads**

The screenshot displays a virtual meeting interface with several key features highlighted by numbered callouts:

- 1**: A meeting reminder notification for a meeting with Google Platinum on July 26, 2020, from 09:30 AM to 10:00 AM. The notification includes a "JOIN CALL" button.
- 2**: A video call in progress with a participant from Google Platinum. The interface shows a "BOOK MEETING" button and a "Scoring" section with a 5-star rating.
- 3**: A "Google Platinum Technology Booth 01" profile card with a "BOOK MEETING" button.
- 4**: A message from Steve, Direct Sales Manager at Konex, discussing a new project Low-Teck. The message includes a "case-study.pdf" document attachment.
- 5**: A "Note" field for adding reminders about contacts and meeting details.

Additional interface elements include a search bar, a "Display Live Discussions" toggle, a "Travis Meyer, ..." message from May 15, and a "You launched a call" notification from 2 mins ago.

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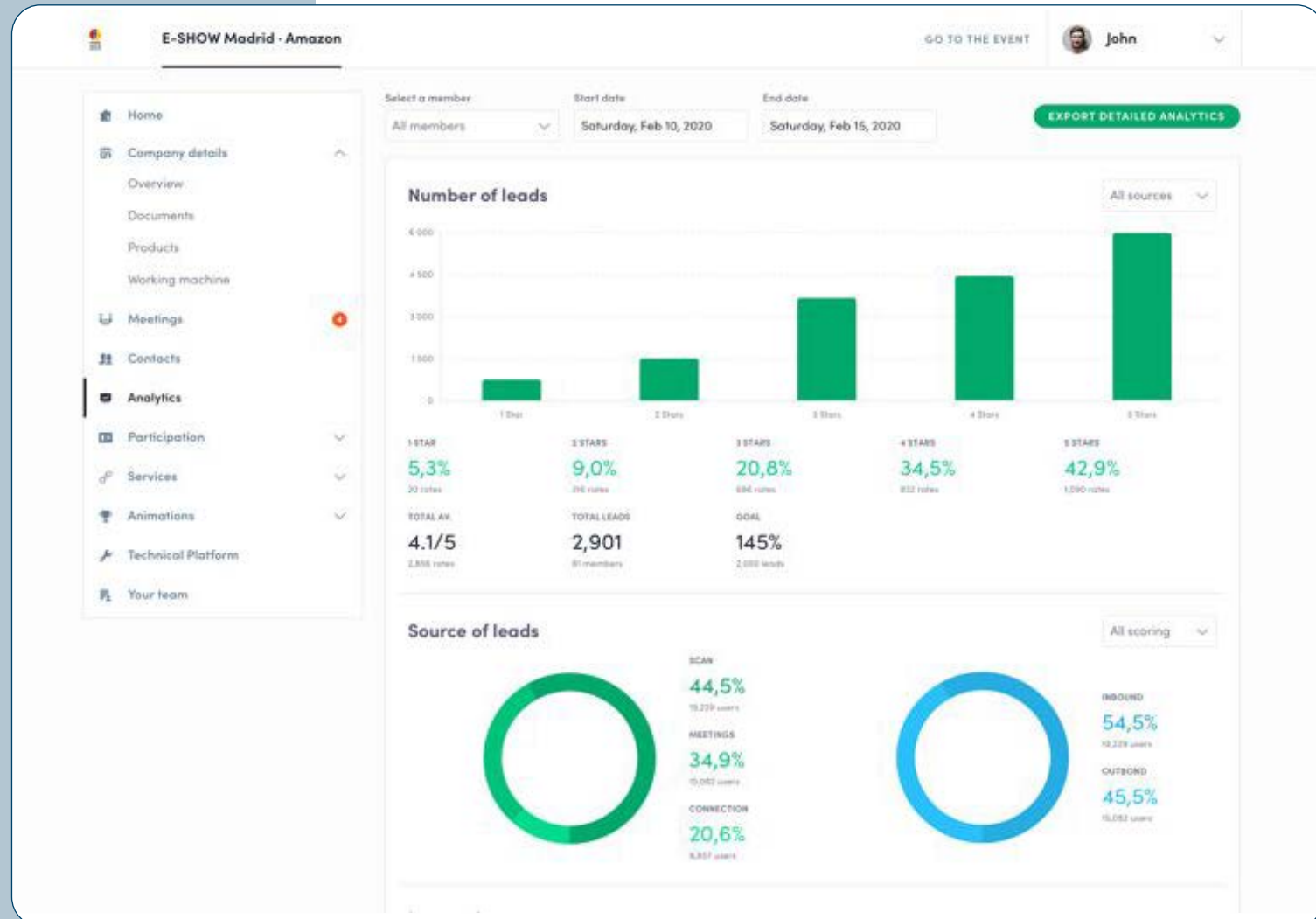
Exhibitors can follow their analytics in real-time

Exhibitors modules

- Company
- Meetings
- Products
- Settings

Lead analytics

- Number of leads
- Evaluation of leads
- Source of leads
- Rate of inbound leads



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Virtual agrofood & plastprintpack Africa featuring inspiring speakers, relevant and informative content and the opportunity for you to network

Events designed to capture the situation in certain African countries and regions are dedicated to:

- Algeria & the Maghreb
- Nigeria, Ghana, Ivory Coast & West Africa
- Ethiopia, Kenya & East Africa



Conference & product demos

Among the topics

General

- The African agrofood & plastprintpack industries in times of Free Trade Positioning Africa's agriculture & food processing industry for the African Continental Free Trade Agreement (AfCFTA)
- Finance & Digitalization: Access to finance and how to approach banks for funding
- Financing opportunities for startups
- Using technology to optimize productivity
- Industry 4.0: The digital transformation in process industries in Africa

agro - food & bev tec - food ingredients - food production

- Addressing the post-harvest loss challenge in Africa through an effective cold chain system
- New trends and keeping up the pace - What to do to remain relevant in the FMCG industry?
- Setting and enforcing food safety standards to promote export - Which measures have been put in place?
- Inability to meet domestic food demands in Africa - Effects of a flawed transportation and distribution system. Solutions and alternative approach
- Packaging: Water, beer, juice, soft drinks, honey...
Choosing the right container based on filling, labeling, hygienic and sustainability aspects

plastics & packaging

- Outlook on the African plastics and packaging industry -
How new technologies and business models are transforming the industry
- The need for adopting global packaging standards and collaboration with international partners to boost the African food and beverage industry
- Plastics: Stretching the potential
Sustainability Investments: Plastics, Planet, People and Profits
- Converting Technologies - Functions, applications for flexible packaging laminates (bags & pouches, barrier, extended shelf-life, laminates, lidding films, non-food)
- Plastic film: Understanding resins for optimized plastic film production and the circular economy
- Sustainability: Sustainability in thermoform packaging for food packaging
- Production: The process chain, converting polymer films for food packaging products

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Conferences, webinars, workshops, roundtables, live demos, panel sessions, product launches and demos

1

Sessions can include webinars, product launches, workshops and demos

2

Interaction with registered attendees

3

Attendees can ask questions

4

Sponsored sessions are displayed

5

Multiple session sponsors are listed

6

Sponsor can publish polls

The screenshot displays a conference application interface with a top navigation bar including Home, Attendees, Program, Exhibitors, Speakers, Map, Products, Chat rooms, and My visit. The main content area is divided into three columns:

- Left Column:** A list of sessions. The top session is "Apple - Announcing the new iPhone, Apple Watch and iPad for next year" (marked with a red circle 4), showing a progress bar from 09:00 AM to 09:30 AM. Below it are "Next sessions" with titles like "How to boost your ROI through our Platform?", "Our Event Team For On Site & Off Site Support", "Artificial Intelligence & Matchmaking", "Use our Widgets to Display the Information on your Website", and "Can we detect cancer before it strikes?".
- Middle Column:** A large video player showing a presentation slide for the Apple event. The slide features various product highlights: "Water and dust resistant", "4K", "Wide Telephoto Ultra Wide 12MP cameras", "Night mode", "6.5\" 5.8\"", "new textured matte finishes", "iPhone 11 Pro lasts 4 hours more than iPhone Xs", and "Toughest glass in a smartphone". Below the video, the session title "Apple - Announcing the new iPhone, Apple Watch and iPad for next year" is repeated (marked with a red circle 1), along with the date "Thursday, October 10, 2019 - 09:00 AM to 09:30 AM", location "Hall 1 - Main stage", and "Conference" category. A "Case study" section below lists sponsors: Apple (Platinum Booth 02), Intel (Gold Booth 09), and BNP Paribas (marked with a red circle 5).
- Right Column:** A "Live discussion" section (marked with a red circle 2) showing 21 people joined. It includes a "Question" (marked with a red circle 3) asking for a definition of blockchain, and a "Poll" (marked with a red circle 6) asking for the best definition of blockchain. A "Register to the session" button is at the bottom.

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Display your banner or column ads

The screenshot shows a mobile application interface for an event. At the top, there is a navigation bar with the following items: Home, Attendees, Program, Exhibitors, Speakers, Map, Products, Chat rooms, and My visit. Below the navigation bar, on the left, is a user profile for John Doe, Business Manager at Swapcard, with an 'EDIT' button. Below the profile is a prompt: 'Highlight your company by editing your company page'. The main content area features a large banner for 'Laval Virtual World' dated 22-24 APRIL 2020, with the hashtag #FeelTheVirtualForce and the Microsoft logo. Below the banner is a vertical menu with icons and labels for Attendees, Exhibitors, Program, Speakers, Products, Map, Chat rooms, and My visit. At the bottom, there is a section for 'Platinum partners' with logos for IBM, YouTube, LA POSTE, and Google.

This screenshot shows a full-screen banner for the 'Laval Virtual World' event. The banner features the event title, dates (22-24 APRIL 2020), the hashtag #FeelTheVirtualForce, and the Microsoft logo. At the bottom of the banner, there are two buttons: 'LEARN MORE' and 'SKIP'. The top right corner of the screen shows a status bar with signal strength, Wi-Fi, and the time 12:30.

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Sponsors showcased at the top

- 1 Exhibitors ordered by sponsor level
- 2 Sponsor ads ordered by sponsorship level

